

Script 8

Situation

The Seller sees the market shift and has unrealistic expectations.

Seller's Objection

We just want to try a higher price for a couple of weeks, and then we'll reduce it if we don't get an offer.

Option A

Script

AGENT: _____, we could, but let me share with you what concerns me about that. When you first go on the market all the people that are looking in your particular price range will come and see your home. They will compare it to all the homes they have viewed prior to yours and guess what they will find? You're home doesn't show them any more value than the other homes they decided not to buy. Worse yet, the Realtors in the area know what homes like yours in this neighborhood at this time are selling for and when they are choosing which homes to

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show they might choose yours and guess why they would choose it?

SELLER: Because they like it?

AGENT: They would show it to help sell the other home that is a lower price with more features. So the question is do you want your home to be shown or do you want it sold?

SELLER: Yes, we want it sold and we could come down on the price in two weeks.

AGENT: Well, yes, you could. And yet at that point the best buyers have already looked. Have you ever seen or known of a home that has been on the market a long time?

SELLER: Yes.

AGENT: Did you ever wonder what was wrong with it?

SELLER: Of course.

AGENT: Do you want people to wonder what is wrong with your home?

SELLER: Absolutely not.

AGENT: Well, then let's price it right now and get it sold. OK?

SELLER: OK.